



**MADHUEBEN AND BHANUBHAI PATEL  
INSTITUTE OF TECHNOLOGY**



# **MINI PROJECT**

**PROJECT SPAN: 15 DAYS**

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Enrollment Number: 180630107029  
Project-Based on: UX Design**

# Defination:

A UX Based Portfolio of a Notoriously Famous Delhi Based Musician called RITVIZ.

## Mission and Vision

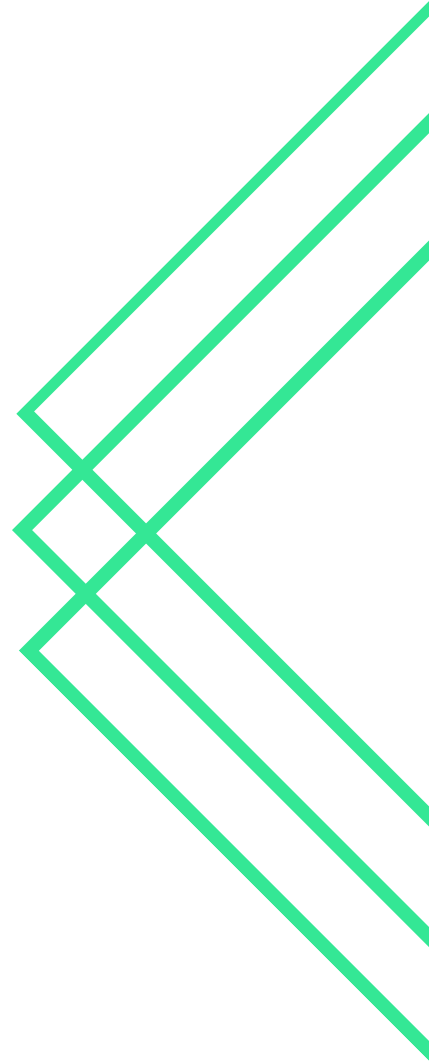
While we're living in the future of technology already, users are appalled by the type of content they consume and in this scenario, aesthetics and the way the content is being presented matters a lot. Even a very simple idea can turn unturned. If it is eye-appealing and catchy to the user and meets both ends, both literally and figuratively.

With the myriad of marketers has access to, it's tempting to drown your audience in numbers. Strive to tell the story behind the numbers by including learnings or insights.

UX Design remarks your capacity to the user and it manifests what you have to offer. While business peaks, the only thing that keeps "behind the curtain" entrepreneurs and user connected is the flawless design and the interface.

Ritviz Srivastava is an Indian singer-songwriter, electronic musician and record producer from Pune, Maharashtra, India

Our aim is to create a musician's portfolio that display's his work, and all his updates.



# Acknowledgement

I am over helmed in all humbleness and gratefulness to acknowledge my depth to all those who have helped me to put these ideas, well above the level of simplicity and into something concrete.

I would like to express my special thanks of gratitude to my teacher as well as our principal who gave me the golden opportunity to do this wonderful project on UX Design, which also helped me in doing a lot of research and I came to know about so many new things. I am really thankful to them.

Any attempt at any level can't be satisfactorily completed without the support and guidance of MY parents and close friends.

I would like to thank my friends who helped me a lot in gathering different information, collecting data and guiding me from time to time in making this project, despite their busy schedules, they gave me different ideas in making this project unique.



# Projected Workflow

Step 1: Know what User Wants

Step 2: Surveys to Reduce Implicit Bias / User Interviews

Step 3: Craft User Stories

Step 4: User Personas

Step 5: User Journey Map

Step 6: User Problems

Step 7: Paper WireFrames

Step 8: Low-Fidelity-Prototype

Step 9: Creating Mock-ups

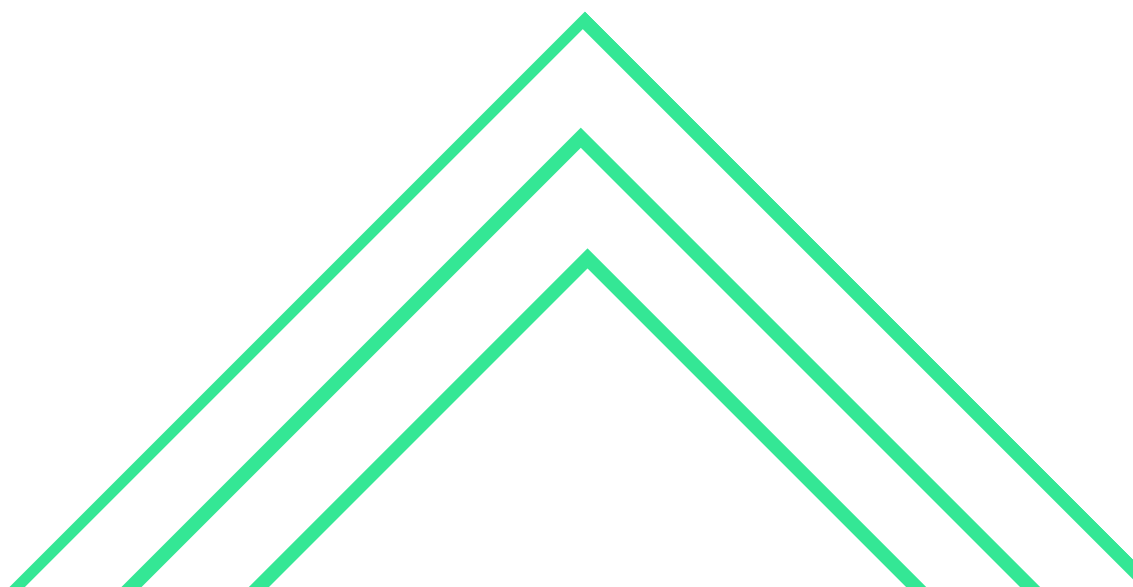
Step 10: Goal Statement

Step 11: Illustrations & Logo Designing

Step 12: Designing Animations

Step 13: Creating Mock-ups 2.0

Step 14: High-Fidelity Prototype



# Softwares Used:

The tech used in accomplishing this project were softwares like Figma, Adobe Illustrator, Adobe AfterEffects and Adobe XD.



## **Figma**

Figma was the main software that was used to UX design and ideate the base of the project.



## **Adobe XD**

This software was used to create a low-fidelity prototype for the UX design. All sorts of rough work, ideation and storyboarding was done using XD.



## **Adobe Illustrator**

This software was used to create the illustrations including the base design work inculcating logos and basic sketches.



## **Adobe After Effects**

This software was used to animate the design for the final presentation. All sorts of animations and extra design work was done here.



## **Microsoft Powerpoint**

This software was used to create reports, and rough databases of information

# User Personas

A user persona is a semi-fictional character based on your current (or ideal) customer. Personas can be created by talking to users and segmenting by various demographic and psychographic data to improve your product marketing.



**Taylor D'Silva**

**Age:** 23  
**Education:** Master in Managem.  
**Hometown:** Mumbai, India  
**Family:** India  
**Occupation:** HR Manager

“My **music** will go on forever. Maybe it's a fool **say** that, but when me know facts me can **say** facts. My **music** will go on forever.”

## Goals

- He is a music junky.
- He discovers good music and art too often.

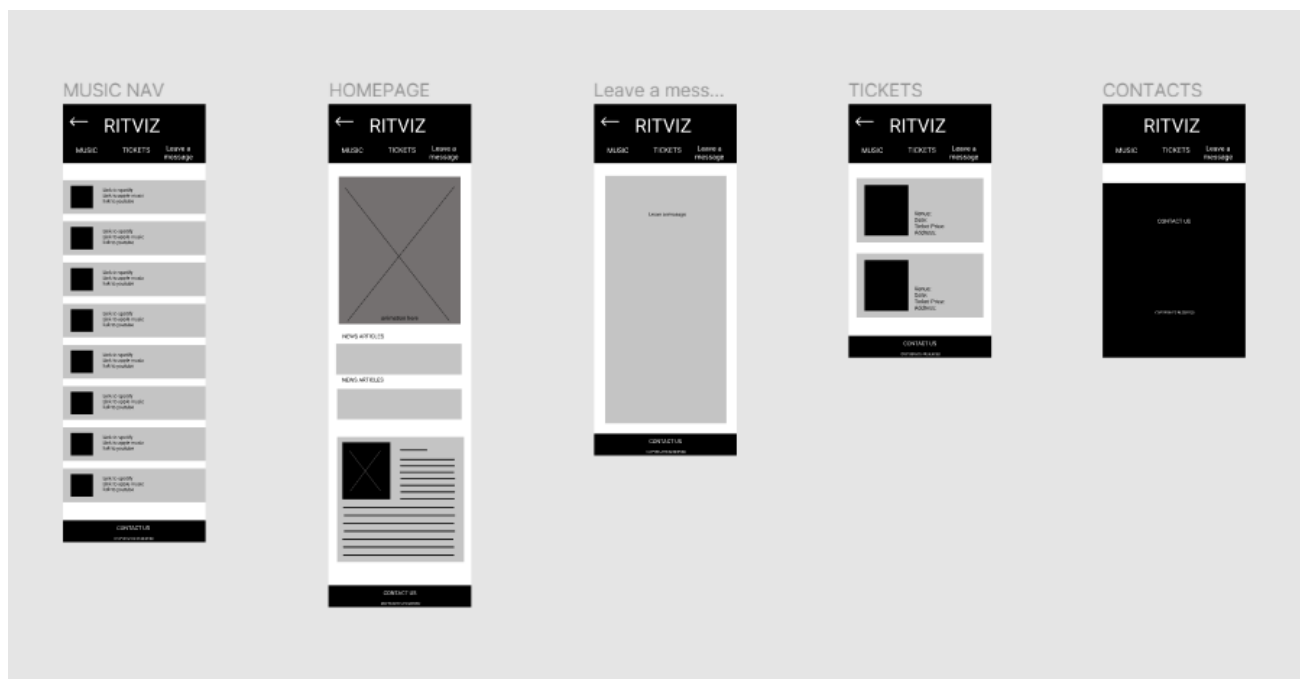
## Frustrations

- He books a concert ticket but most of the times they go “sold out” till he does

Taylor is a busy working professional. While he loves music a lot. While he wants to book a ticket when a musician is in town. The tickets gets sold out. And so he is not able to book a ticket to his favourite concert.

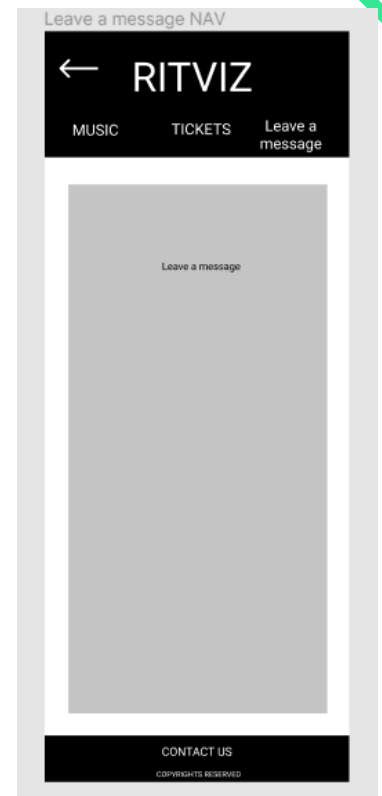
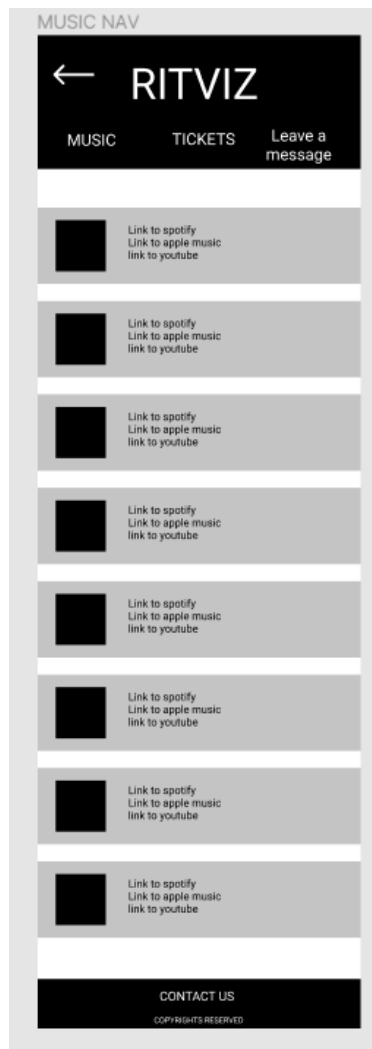
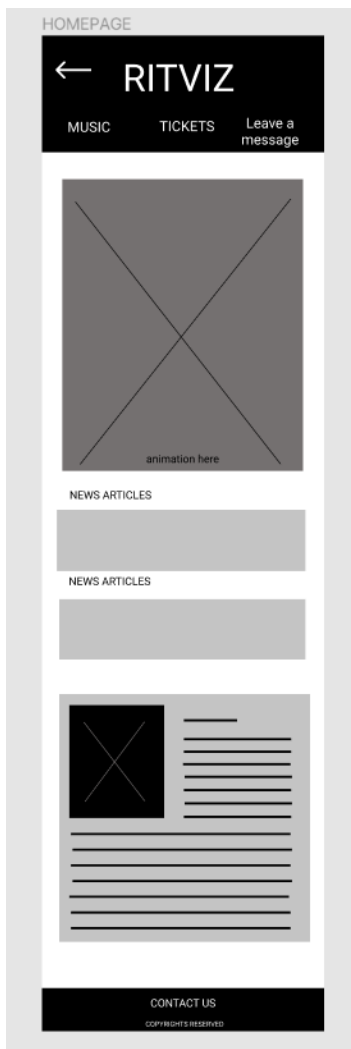
# Low-Fidelity Prototype

Created on Adobe XD



# Low-Fidelity Prototype

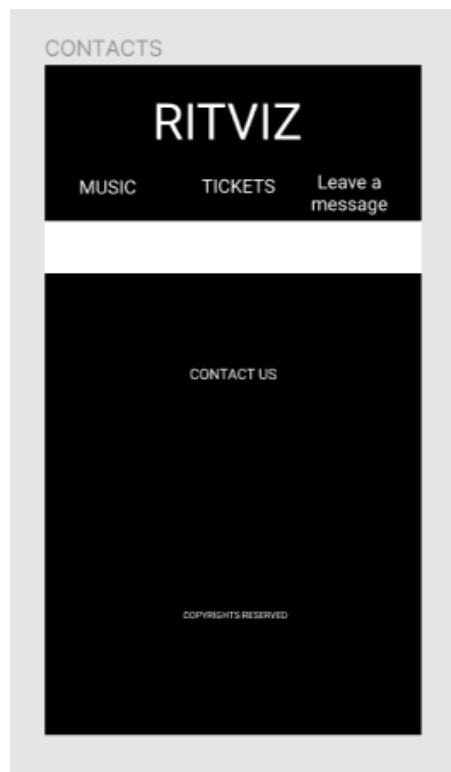
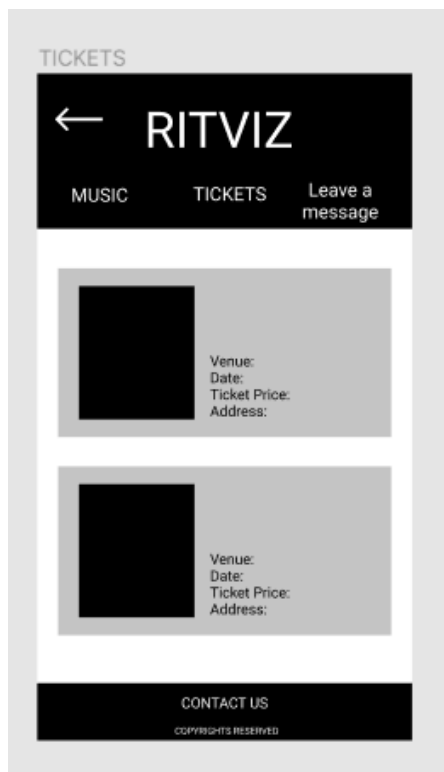
Created on Adobe XD





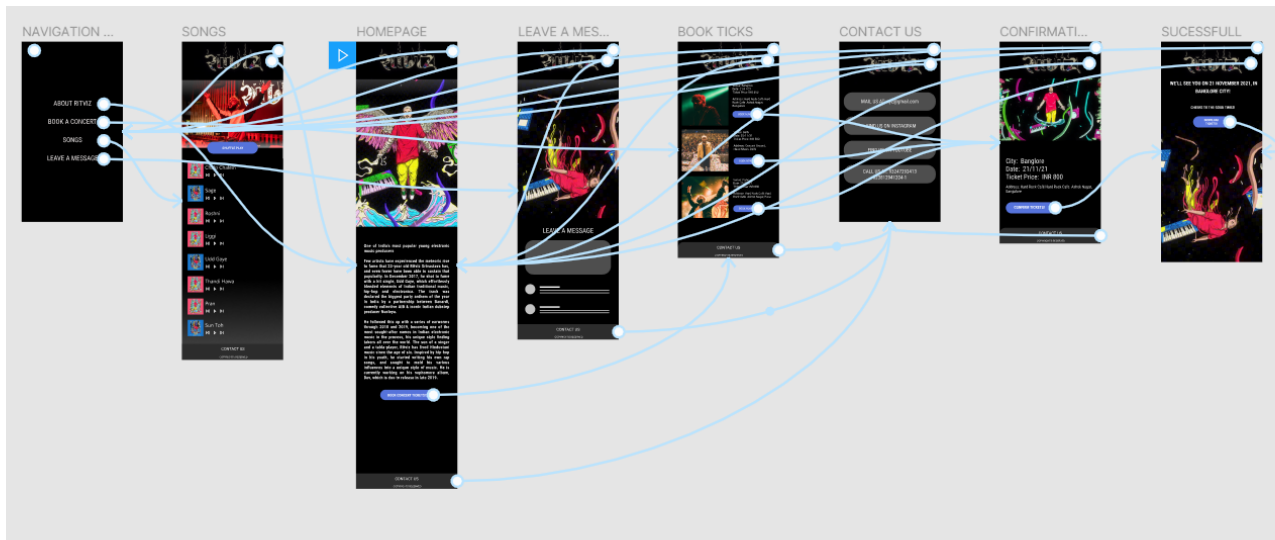
# Low-Fidelity Prototype

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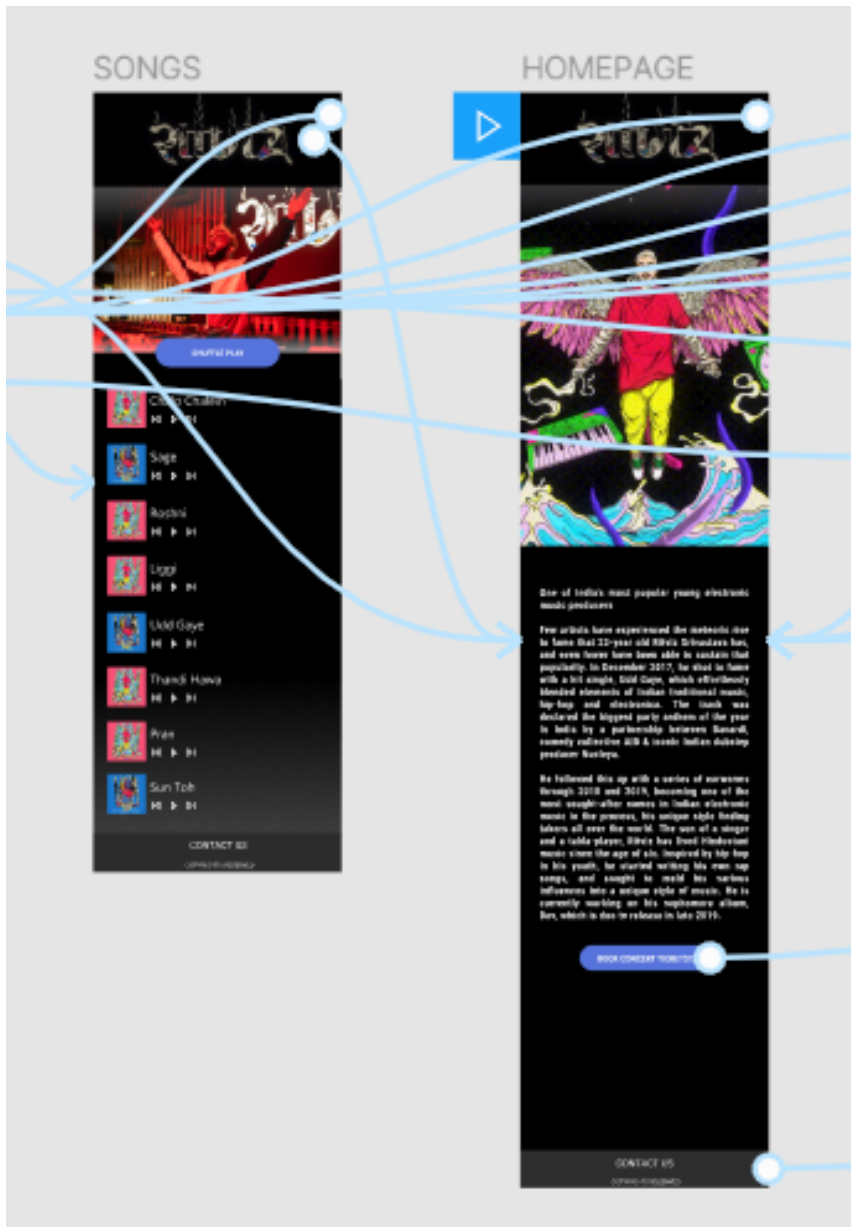
# High- Fidelity Prototype

Created on Figma



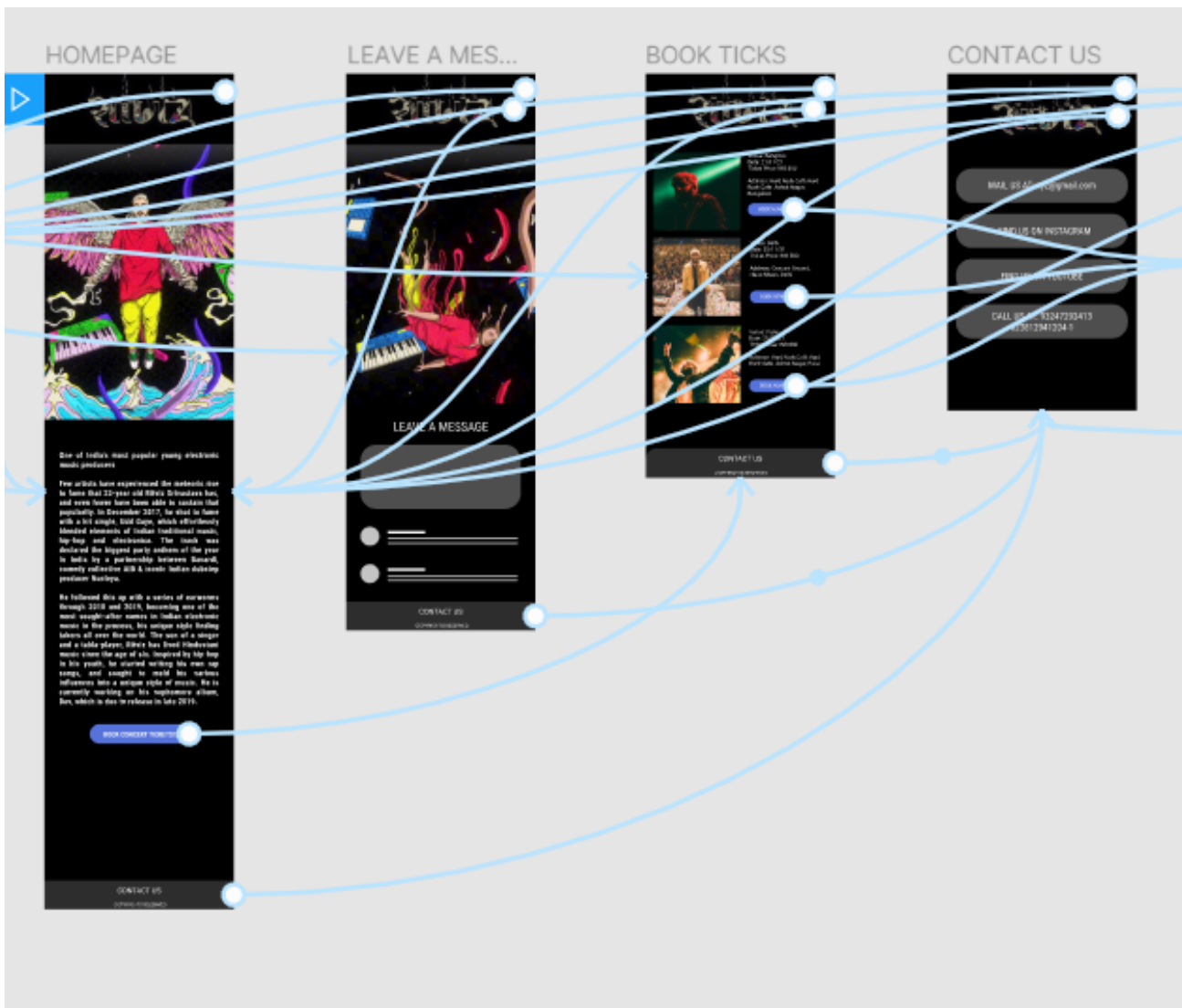
# High- Fidelity Prototype

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Created on Figma



# User Inputs and Links

After user inputs, changes were made and you can visit the final prototype by clicking on the link below!

Click here :

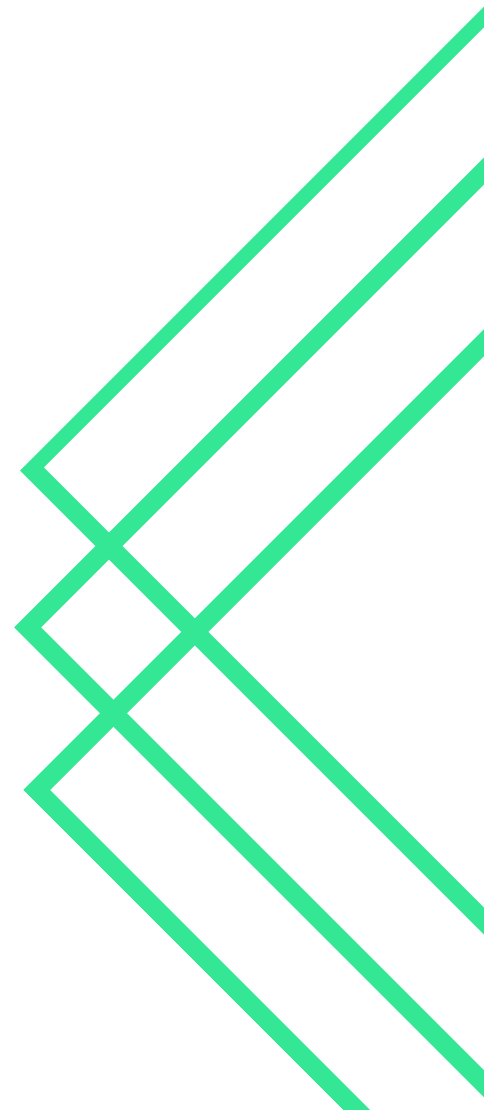
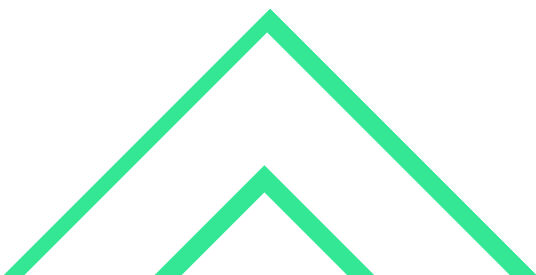
[RITVIZ](#)

To know about the detailed timeline visit:

[Github Projects](#)

To view the repositories and assets:

[Github Repository/UX Design](#)



# What Users Say?

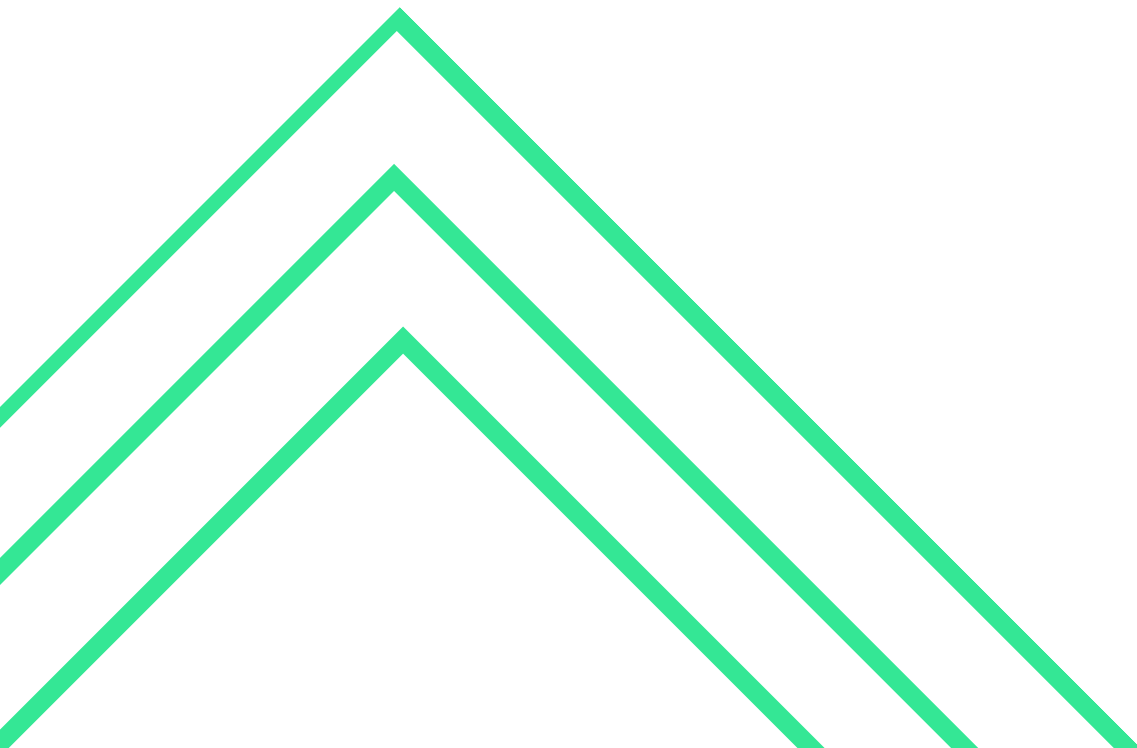
Hey, I guess the navigation is not really working properly, if you can check on that

Oh okay, and what about the graphics, they load properly and everything?

Ya, the animation seem to work properly. Just the navigation is a bummer at the moment.

Okay, I'll check on that. Thank you for yer feedback

Listening to customer feedback makes customers feel involved and important. When asked for an opinion on a product or experience, your customers feel valued and treated almost as a part of the creative team. By asking your customers to provide feedback you make them believe that their opinion is truly valued. After user inputs, changes were made.

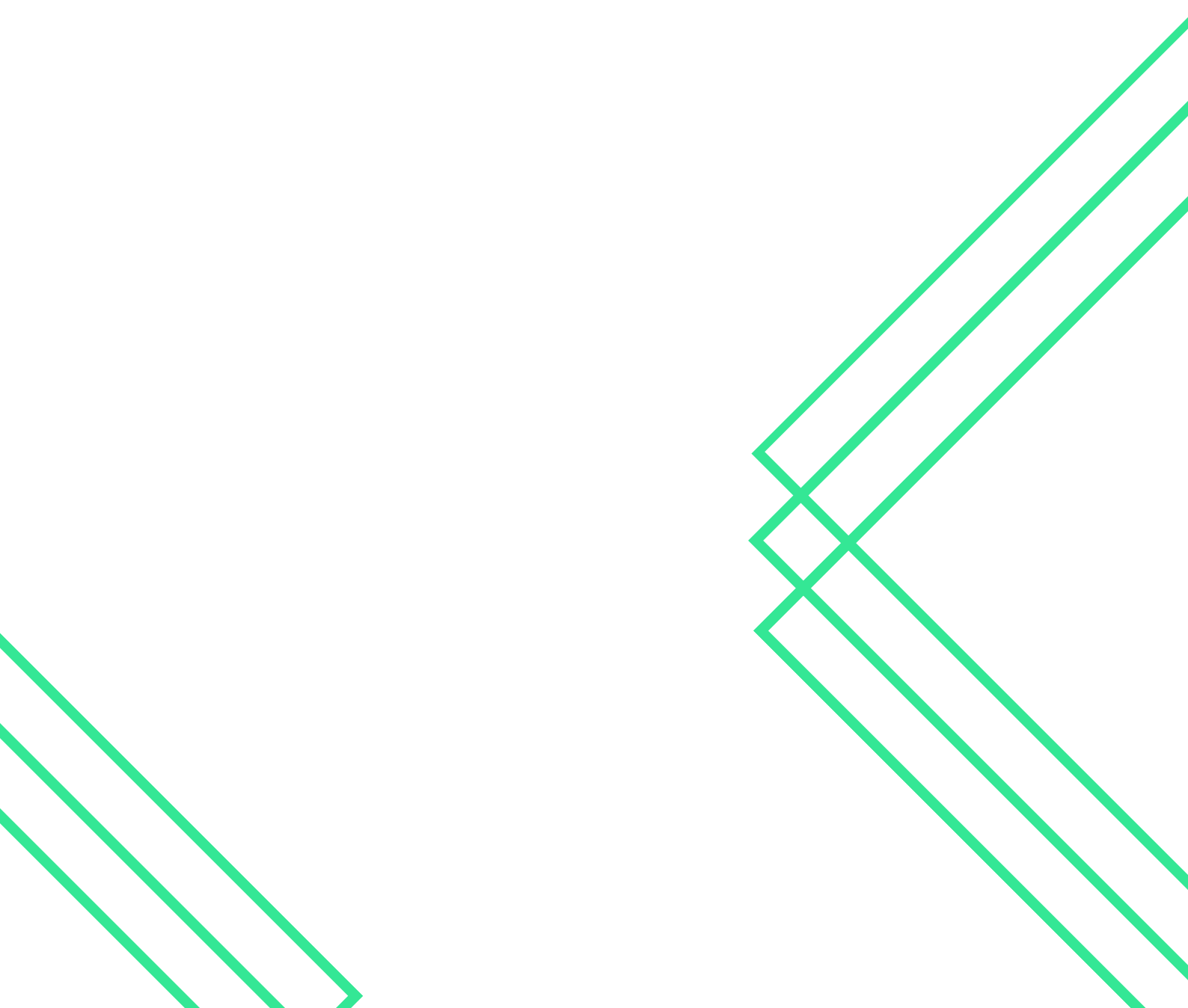


# Conclusion

The project took me through various phases of user experience and design. UX design was used to figure out if designs are intuitive and technically feasible.

I was able to understand how the user experiences the product. I learnt to know how users will engage with your design, as well as the environment or context in which they'll experience the product. Understanding this requires a lot of research, like observing users in action and conducting interviews, which we'll explore more later.

Specify the user's needs. Based on the research, i could figure out which user problems are the most important to solve.



# References:

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<https://www.interaction-design.org/literature/article/user-stories-as-a-ux-designer-i-want-to-embrace-agile-so-that-i-can-make-my-projects-user-centered>

